

**First Unitarian Universalist Church of Rochester**  
**1727 Walden Lane SW, Rochester, MN 55902**  
**(507) 282-5209**

**Guidelines for Writing a Press Release**

There are many events and programs in the life of our church community that we should announce to people in Rochester and surrounding communities. Information about Chalice Camp, Our Whole Lives, or the Congregational Resolution on Marriage Equality may be of interest to people who are looking for a church community. Special programs such as Margaret Regan's visit or *Race: the Power of an Illusion* invite community members of other faiths to join us in learning and discussion.

One way to get this information to the larger community is by sending out a press release.

In general, a press release is a concise, complete description of an upcoming event or a timely report of an event that has just occurred. The format is fairly standard and consists of the following items.

- For Immediate Release
- Headline
- Rochester, MN, Date
- Body that gives the main facts of the release (who, what, where, why, when)
- Brief general information about the church
- Contact information including name, address, phone number (including area code), email address
- Indicate end of release by ### or End at the bottom of the page

In writing the press release, it is important to remember the following.

- Place the most important information first in the release
- Write using clear and concise words and organization.
  - According to the *LA Times* News Release Guidelines, the most common mistakes are providing insufficient and inaccurate information, writing releases that are too long, and forgetting to include contact information
- Use short paragraphs (two or three sentences each).
- Use correct grammar and spelling (don't require the journalist to fix your errors).
- Write it in one page if possible.

Send the release by email or regular mail to those media outlets/reporters that would be interested in the information, including those at the *PostBulletin*, KTTC, KAAL, MPR, etc. The church office has a list of media emails, and you can ask the Office Administrator to send the release rather than use your personal email.

Below is an example of a press release written to announce an author visit to the church.

FOR IMMEDIATE RELEASE

FIRST UNITARIAN UNIVERSALIST CHURCH TO HOST IMMIGRATION AUTHOR

Rochester, MN. April 20, 2012. Margaret Regan, author of the book, "The Death of Josseline: Immigration Stories from the Arizona-Mexico Borderlands," will speak at the First Unitarian Universalist Church, 1727 Walden Lane SW, on Friday, April 27, at 7 p.m. The public is invited to attend.

The book is named for Josseline Quinteros, a 14-year-old girl from El Salvador who died in January 2008 while trying to cross into the United States along the Mexico-Arizona border. She was one of 183 migrants who died in southern Arizona that year.

Leading up to the author visit, members of the Unitarian Universalist church have participated in reading and discussing the book. [Name of person], who was instrumental in initiating the book discussions and author visit, says " it captures a wider audience by providing several points of view, from the person crossing the border, to the person on the other end waiting, to the people who own the land where people are crossing,"

For more information, contact

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